LEO BURNETT COMPANY, *Inc.*
Ad No. 125—Req. No. 27819—1 sq. col.—B&W—4 1/16 x 5½ in.—Realities, 1963 (A)
Printed in U.S.A.

What you're smoking is the best selling cigarette in France. The flavor is as French as the name and the package. The aroma is provocative.

Gauloises are blended in France and are now sold in America at American prices. Ask for Gauloises ("Goalwaz") at cigarette counters. And don't give up easily. Not everyone carries them.

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